

Economic Development Proposed Strategic Direction

2022 And Forward

Economic Development Dept.



Elliot Lake's Current Challenges

- Residential capacity
- Lack of a COC/BIA
- Labour force challenges
- Available commercial buildings
- Construction timelines
- Availability of trades
- City budget

Elliot Lake's Assets

- Tourism draws
 - Beaches/Trails/Lakes
- Airport
- Municipal assets
 - Pool/Arena
- Proximity to USA
- Courier services
- Land
- Hospital

Path Forward

Phase 1

What can we capitalize on today?

- Expanding existing businesses (BR&E). Community economic development
- Tourism
 - Atv/ Snow Mobile/ Outdoor Tourism – People have bought toys during the pandemic. Use them here!
- Airport usage
- Grow BIA/ Chamber of commerce. Create an interactive & collaborative business environment
- Review CIP and include incentives for residential builds. Renew land sale policies

Projects that do not require pillows for heads

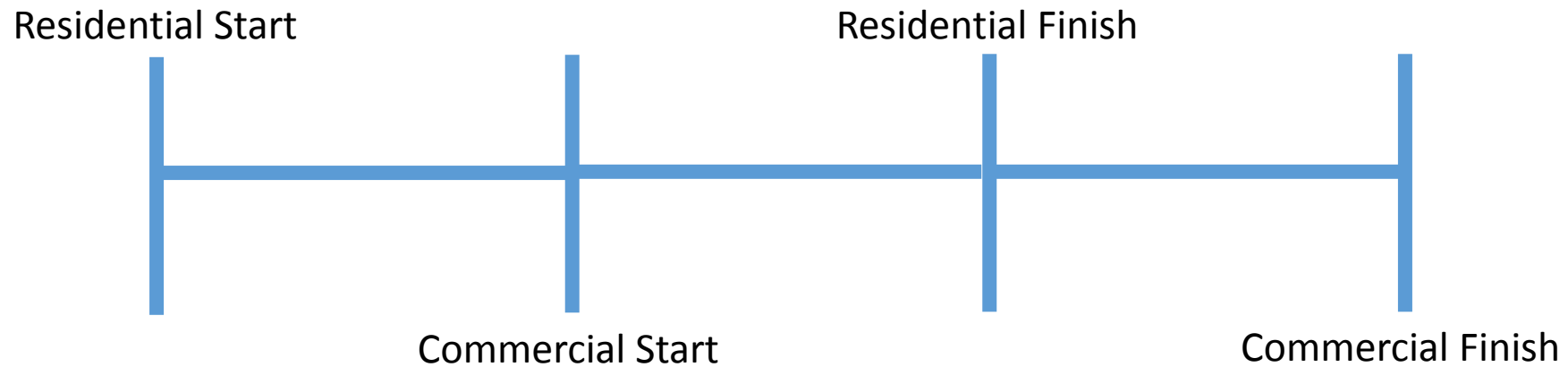
Phase 2

- Expand our residential capacity through developer attraction
 - Focus on multi-residential builds of varying price points
- Begin rebranding the City – Prepare investment readiness tools
- Locate and prepare commercial lands – Servicing
- Labour force preparation

Phase 3

- Business attraction.

Triple H Strategy



Council's Guidance

- Is the Economic Development Department on the right track?
- Tools required to succeed:
 - Budget
 - Time
 - Co-operation